



CLUSTER 2—WEST CENTRAL

EXISTING PLANS

LONG BEACH STRATEGIC PLAN 2010

- Build a strong network of healthy neighborhoods by identifying their weaknesses and assets and forming strategies to meet community needs.
 - Enact neighborhood identity initiatives that use master planning, cultural programs, and signage.
 - Implement Central Long Beach Area Redevelopment Plan (2002) and accompanying design guidelines.
- Celebrate community diversity, utilizing the arts and cultural programs.
- Support neighborhood beautification efforts through new public policy, infrastructure, and land use planning strategies.
 - Increase the amount of green space, median islands, and improve neighborhood infrastructure such as streets and sidewalks, signage, and parking.
 - Promote historic preservation and preservation of distinct character of neighborhoods, (i.e., California Heights and part of the Wrigley District).
- Improve the quality and availability of housing in the City, and find locations for high density housing to be supported by transportation and other services.
 - Update the Housing Element of the General Plan to reflect problems of overcrowding, lack of home ownership, and lack of affordability.
- Encourage business development in Central Long Beach through adoption of business friendly policies.
 - Use re-zoning and in-fill development to preserve and expand the industrial sector.
 - Balance business growth and neighborhood needs and ensure pollution and noise do not impede on daily life.
 - ◆ Revitalize shopping districts in neighborhoods (such as Bixby Knolls).
 - ◆ Provide a support system of services in targeted industries.
 - ◆ Study aging strip centers and commercial corridors for revitalization.





- Enhance open space.
 - ◆ Increase open space in underserved neighborhoods.
 - ◆ Convert city-owned parcels to green uses and buy former oil drilling sites for parks.
 - ◆ Increase pedestrian-oriented mixed-use developments that preserve open space.

CENTRAL AREA STRATEGIC GUIDE FOR DEVELOPMENT FRAMEWORK PLAN

- Preserve and enhance residential neighborhoods.
- Address the extreme shortage of open space in the Central Study Area.
- Consolidate retail uses currently dispersed along the corridors to well-defined, easily accessible neighborhoods centers.
- Create more employment opportunities for residents.
- Protect stable, low-density, single-family neighborhoods (Wrigley and Westside) from structures that would violate the feel of the neighborhood through use of zoning and land-use designations.
- Preserve historic residential districts, including Drake Park District, and Craftsman Historic District by limiting land uses to residential only, and through the use of future design standards and guidelines.
- Improve housing stock in areas north and south of Anaheim Street by providing more open and park space.
- Consolidate retail uses currently spread out along arterial corridors into neighborhood centers—shopping areas conveniently located, adjacent to parks and other community facilities, and accessible to pedestrians.
- Conversion of commercial corridors to other uses, including community uses, residential of various densities, mixed-use development and open space.
- Phasing out uses incompatible with residential neighborhoods through the use of provisions within future rezoning, such as the concentrated auto district between PCH and Willow.
- Seize any opportunity to acquire land that can be converted to parklands.





- Follow specific strategies outlined in Strategic Guide for:
 - Pacific Coast Highway
 - Anaheim Street
 - Pacific Avenue
 - Willow Street
 - Santa Fe Avenue
 - Seventh Street
 - Atlantic Avenue
 - Long Beach Boulevard
- Increase park and open space in the Central Study Area, particularly in South Wrigley, North Wrigley areas.
- Link existing and new parks with regional open space resources.
- Coordinate joint use facilities and programs with the LBUSD.
- Develop public parks within the proposed Neighborhood Centers and along arterial corridors.
- Create a major linear park in the former Pacific Electric Railroad right-of-way for both passive and active recreational uses.
- Connect existing parks, schools, and community facilities with the Los Angeles River, Waterfront and the Linear Park with an open space network.
- Upgrade existing streetscapes in the Central area with landscaping, lighting, signage, and street furniture.
- Zone for additional greenspaces that contain elements such as landscaped setbacks, to promote pedestrian circulation, outdoor dining, etc.
- Utilize a comprehensive Urban Design Strategy (signage and graphics, public art, and facade programs) to enhance the identity of neighborhoods and the Area as a whole.





EXISTING GENERAL PLAN—LAND USE ELEMENT

- Continue to identify strengths and weaknesses of each neighborhood, and identify deficiencies in neighborhood services such as recreation, shopping, and schools.
- Explore development opportunities in neighborhoods undergoing change, and replace less desirable uses with more compatible uses. For instance, in Wrigley Heights, oil-processing operations are being relocated to the north, and could be replaced with single-family homes.
- Encourage mixed-use development along major arterials.
- Continue to make public improvements such as street widening, median and landscaping along River and Hesperian Avenues, Cherry and Del Amo Avenues, Atlantic and Long Beach Boulevards.
- Require implementation of design controls to integrate a mixture of housing styles and preserve the low-density character of the much of the area. Architectural conformance to design guidelines should be mandatory where they now exist, in areas such as Bixby Knolls, California Heights, and other areas.
- Implement Planned Development Ordinances that guide specific land use plans throughout the West Central Cluster.
- Introduce small-scale, integrated activity nodes in order to promote neighborhood identity and cohesive urban design.
- Continue to upgrade and revitalize business cores in West Central Long Beach.

EXISTING GENERAL PLAN—TRANSPORTATION ELEMENT

- Continue to promote policies that focus on managing growth and the preservation of quality of life.
 - Permit sufficient employment and residential densities along transit routes to encourage transit ridership.
 - Increase the amount and quality of moderate and higher density housing along selected corridors.
 - Improve the overall appearance of major corridors



- Continue to implement the following Citywide goals:
 - ◆ Roadway improvements
 - ◆ Congestion management plan
 - ◆ A comprehensive transportation system management program
 - ◆ Transportation demand management
 - ◆ Transit
 - ◆ Bike route system
 - ◆ Pedestrian walkways
- Continue to improve neighborhoods:
 - Implement tailored neighborhood traffic management programs in order to limit through traffic on local streets.
 - Implement traffic noise impact mitigation program.

BICYCLE MASTER PLAN

- Make bicycling safer, more convenient, and more enjoyable for all types of bicyclists, transportation- and recreation-related, with a goal to increase bicycle use by 5% by the year 2020.
- Encourage more people to bicycle for transportation to provide an attractive and healthy transportation option, which will reduce traffic congestion, air pollution, and noise pollution.
- Develop bicycle friendly roads and bikeways.
 - Integrate the City's bicycle friendly roads and bikeways with surrounding bicycle friendly roads and bikeways to maximize connectivity.
- Develop comprehensive support facilities for bicycling; strive to ensure that bicycle support facilities are provided throughout Long Beach.
- Develop and enhance opportunities for bicyclists to connect with other forms of transportation; encourage and support using bicycles in conjunction with other forms of transportation.



EXISTING GENERAL PLAN—HOUSING ELEMENT

- Encourage New Construction by directing new housing growth to employment centers and along certain corridors.
- Retain and improve the quality of existing housing and improve quality of life in neighborhoods.
 - Preserve and protect the character of established communities, with an emphasis on single-family neighborhoods and those beginning to decline.
 - Continue to preserve and maintain the City's historical and architecturally significant buildings and neighborhoods by establishing and maintaining historical landmarks and districts.
- Provide increased opportunities for the construction of high quality new housing.
 - Encourage new residential development along transit corridors, in the downtown, and close to employment, transportation, and activity centers.
 - Encourage infill and mixed-use developments in designated districts.

EXISTING GENERAL PLAN—OPEN SPACE AND RECREATION ELEMENT

- Improve appropriate access to natural environments.
- Design and manage natural habitats to achieve environmental sustainability.
- Remediate contaminated sites.
 - Protect and improve the community's natural resources, amenities, and scenic values including nature centers, beaches, bluffs, wetlands, and water bodies.
 - Incorporate environmentally sustainable practices in City programs and projects. Promote and assist with the remediation of contaminated sites.
- Maintain a sufficient quantity and quality of open space in Long Beach to produce and manage natural resources.
- Achieve a ratio of 8.0 acres of publicly owned recreation open space per 1,000 residents.
- Add recreation open space and recreation facilities in the areas of the City that are most underserved.





- Provide the recreational resources the public wants.
- Make all recreation resources environmentally friendly and socially and economically sustainable.
- Increase recreation resources and supplement publicly owned recreation resources with privately owned recreation resources.
- Fully maintain public recreation resources.
- Fully utilize all recreational resources including those at public schools.
- Connect recreation open spaces with greenway linkages.
- Provide access to recreation resources for all individuals in the community.
 - Create additional recreation open space and pursue all appropriate available funding to enhance recreation opportunities.
 - Protect public parkland from intrusive, non-recreational uses.
 - Ensure that the general plan and zoning are consistent for all recreation open space locations and uses.
 - Replace any displaced publicly owned recreation open space on an acre per acre basis, in kind, within areas of the City most underserved by recreation open space. With the help of the community, plan and maintain park facilities at a level acceptable to the constituencies they serve.
 - Continue to solicit citizen participation in the creation of new park space and recreation facilities.
 - In creating additional recreational opportunities, priority shall be given to areas of the City that are most underserved.
 - Encourage the provision of non City-owned recreation resources to supplement what the City is able to provide.
 - Require all new developments to provide usable open space tailored to the recreational demands they would otherwise place on public resources.
 - Identify and increase the use of all underutilized potential public recreation resources to best serve the community; and work with the Long Beach Unified School District to enhance community recreational opportunities at Long Beach schools.
 - Give special consideration to handicapped and disadvantaged residents in accessing public recreation resources.
 - Develop an open space linkage/trails plan.





CITY OF LONG BEACH DEPARTMENT OF PARKS, RECREATION, AND MARINE STRATEGIC PLAN—APRIL 2003

- Create and positive identity for neighborhoods through improvements of parks and natural places.
- Ensure that parks, programs, facilities, and services are equitably distributed and easily accessible throughout all the City's neighborhoods.
- Ensure open space, parks, and recreational facilities meet community needs.
 - Need to provide better park access to residents of West Central Long Beach. Access continues to be a challenge because parkland is not evenly distributed throughout City—most parkland in eastern portion of city, and majority of population are in central and northern areas.
 - PRM has established a target of 8 acres of parkland for every 1,000 Long Beach residents, and much additional park space is needed in the western portion of the City.
 - Improve access to City parks and other active recreational facilities.
 - Increase public access to School District recreational facilities.